

SB624 – Support  
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SB624 – Favorable  
Finance Committee  
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Dear Chairman, Vice Chairman and Members of the Finance Committee

I am the owner of Senior Care Partners, LLC and in support of SB 624. Senior Care Partners is a private placement and consulting company established in 2009. For the past 13 years, I have consulted with over 1500 families and older adults as they have needed to consider care for loved ones and asked me for assistance in understanding in home care, assisted living and/or memory care options. My mission is to help families understand safe solutions for their loved ones. My company and my reputation were built on a personalized-approach for families. I am also the President of the Baltimore County Provider Council, a membership organization committed to building a professional community that improves the lives of older adults.

Senator Hettleman's efforts bring into perspective something that has been overlooked as the Placement and Referral industry has grown significantly: the need for requirements and guidelines. When I first started, 13 years ago, I am pretty certain the number of individuals involved in this business was much less than it is now. I know this anecdotally for 2 reasons. First, I remember walking into a well-established senior living community and educating the Director on how my personal services were valuable to the families and to the senior living facility because I believed that by completing the discovery and pre-screening process up front, I could help families be more efficient with the search process. By the reaction on her face, I knew it was a concept she had not explored thus confirming my suspicion that I was one of the few. Second, up until 2020, there was not even a central registration process for Placement and Referrals Professionals. SB966, introduced in 2020, required the registration with the Office of Health Care Quality, among other key criteria. Senator Hettleman's current bill, SR624 strengthens that foundation at a time when key changes can be made before the industry expands farther, potentially putting vulnerable adults at risk.

Every business and industry have requirements and guidelines that need to be followed, especially when interfacing with clients (consumers). My industry, the Placement and Referral Professional Industry, should not be different. As Senator Hettleman has indicated, this industry has two service models: on-line service referral agencies, and placement agencies that act more directly with the client. Regardless of the service model, standard requirements and guidelines need be adopted to govern the general practices. Implementing guidelines on general liability Insurance, criminal background checks, HIPPA compliance/consent, the client right to choose the provider of service and information, and transparency between the provider and client are a few of the points within this bill that strengthen the profession. I believe the transparency created, will create a stronger relationship between the service provider and the client during what is typically a very difficult and stressful time in their life. People seek professionals in this industry as trusted advisors and resources to provide guidance. It is about time structure be put in place to ensure all providers are following the same protocols thus raising the

standards of the industry which will directly benefit the very people we are wanting to serve – the older adult.

For these reasons I urge the Senate to pass SB624.